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I. GENERAL INFORMATION

Introduction

Georgia Council for the Arts is currently working with arts organizations and the general public to solicit input on a new five-year strategic plan for the organization. We anticipate that the new plan will have a significant impact on our grant process which will be reflected in the FY14 Guidelines. As a result, we have chosen to make limited changes to the FY13 grant application, allowing us the time to make thoughtful, vetted changes to the grant program in subsequent years. Please contact [Tina Lilly](#), GCA Grants Program Manager, by e-mail or by calling (404) 962-4827 with questions.

Grant Description

Project Grants (PG) support a single art production, exhibit or event that includes a public component. **The program or event may have multiple components and/or performances; however applying for support for a full season is not eligible.** Examples of eligible activities include, but are not limited to:

- Arts festivals
- Theatre, dance or music productions
- Art exhibits
- Commissions for new works, public art, murals, etc.
- Demonstrations by a traditional artist

(Refer to the [Touring Artist Roster](#) page of the GCA website to learn about adjudicated Georgia artists available for hire.)

Eligible Applicants

Project Grants are available to single- and multi-discipline nonprofit arts organizations, or dedicated arts units of government or colleges and universities.

Applicants may submit only one Operating Support (OS) or PG grant application in a fiscal year.

Funding Request

The maximum funding request is up to 50% of the project expenses, but no more than \$2,500.

Deadline

The complete application is due January 25, 2012.

- All components of the application package: *e-Grant*, sections I-V and all Required Attachments, must be uploaded through the [e-GRANT SYSTEM](#) no later than 4:45 PM on January 25
- Support Material must be postmarked by or hand-delivered to the GCA office no later than 4:45 PM on January 25. **NOTE: This applies only to organizations whose discipline-specific support**

material instructions require submission of an audio or video sample. See the Support Material instructions starting on page 9 for complete details.

II. FUNDING REQUIREMENTS

Applicant Requirements

An eligible applicant must:

- Be a dedicated arts unit of government or of a college/university OR a 501(c)(3) non-profit arts organization incorporated in the state of Georgia that has had 501(c)(3) status for at least one year prior to January 25, 2012
- Be currently registered as a non-profit and have an active status with the office of the Secretary of State
- Apply for a project that takes place in the FY13 fiscal year, which is July 1, 2012 - June 30, 2013
- Match the grant request with
 - 50% dollar-for-dollar cash match if grant request is less than \$1,000 OR
 - 100% dollar-for-dollar cash match if grant request is \$1,000 or more
- Submit a complete application by January 25, 2012

Contractual Obligations

PLEASE ALSO NOTE: Funded applicants must adhere to all **contractual obligations** stipulated by the state of Georgia including expending all funds during FY2013 and fulfilling the proposed Scope of Services as presented in the applicant's FY2013 application. Failure to do so will result in penalties and jeopardize future funding. For additional information on GCA's contractual obligations, see [General Guidelines](#)

First-Time Applicants

Any applicant who has not applied previously or has not received an award since FY2009 is a **First-Time Applicant**. These applicants are required to submit the following additional requirements:

- A copy of the organization's by-laws
- A copy of the organization's Internal Revenue Service letter indicating 501(c)(3) Federal Tax Exempt Status
- ADA Checklist (If you are using a public venue or a venue for which GCA already has an ADA Checklist on file, you only have to complete section B-Access to Programming on the Checklist.)

Dedicated Arts Units

For governments, in addition to all requirements listed above, a **Citizens Advisory Committee** must be established that provides oversight to the organization and:

- At least 60% of the committee's members are from the organization's community (not government officials or staff)
- Up to 40% of the members may be government officials or staff

For colleges/universities, in addition to the requirements above, a **Community Advisory Board** that provides oversight to the organization and:

- At least 60% of the committee's members from the community (not students, faculty, or staff of the educational institution)
- At least 20% of its revenues is derived from sources other than the parent institution
- NOTE: Programming that predominantly presents the works of students, faculty, or staff and where the audience does not represent the entire community in which the institution resides is not eligible

III. APPLICATION INSTRUCTIONS

e-Grant

A complete application requires the electronic submission of the following through GCA's **e-GRANT SYSTEM** which is accessible via the [GCA website](#):

- ***e-Grant***, section I-V
- Budget Breakdown
- Narrative
- Supplemental Information

The last part of a complete package is the Support Material. See Support Material instructions on page 9 to determine if your organization needs to attach your support material in e-Grant or if it must be mailed or hand delivered to GCA by 4:45 on January 25, 2012.

Required Attachments

FORMAT REQUIREMENTS

Use any of the following for attachments: Microsoft Word, Microsoft Excel, Rich Text, or PDF. Follow these instructions:

- Put the organization's name and a page number on each page in a header or footer
- Use an easy-to-read, non-italic, **black** font that is 12 point or larger
- Margins must be a minimum of 1 inch.

BUDGET BREAKDOWNS

Budget breakdowns are required for the following budget lines in ***e-Grant***: Expense Lines 1-5 & 9 and Income Lines 14-20, 23 and 27.

To complete the Budget Breakdowns correctly follow these instructions:

- Do not include *ineligible expenses* (see the list below)
- Use the budget line number and line description that is in *e-Grant*, such as *1. Personnel-Administrative*
- Be sure that there are no mathematical errors; the total amount of each line item in the breakdown must equal the amount listed for that line item in *e-Grant*
- If you are using Excel, use a single worksheet and format the information so that it runs vertically on the page.

Expense Breakdown Example:

01. Personnel – Administrative	
Program Director	\$35,000
Administrative Assistant	<u>\$20,000</u>
Total:	\$55,000

Income Breakdown Example:

14. Revenue – Services, Other	
Rental of Facility	<u>\$10,000</u>
Total	\$10,000
17. Board & Other Private Donors	
Three Private Donors @ \$3,000	\$9,000
Two Board Donors @ \$1,000	<u>\$2,000</u>
	\$11,000

In-Kind Support

Provide line items for each source of In-Kind Support, delineating the item being donated, donor source, status, and *fair market value* (FMV) assigned to each donation. For each line item, provide a breakdown that illustrates how the fair market value was established.

27. In -Kind Support:	
Rehearsal space, DeKalb Center	
(\$300/hour to rent Ahaj Center x	
8 hours = \$2,400)	\$2,400 <i>confirmed</i>
Costume Prep, Willie May	
Robinson (Professional	
seamstress at \$25/hour x 20	
hours)	\$500 <i>confirmed</i>

Ineligible Expenses

Due to prohibitions in the Georgia Constitution, by other regulations of the state, or by policy, there are expenses that GCA does not fund. These should **NOT** be included in the budget that you submit to GCA even if you do not plan to use GCA funds for these items. You may list these expenses at the end of your breakdown under the heading Ineligible

Expenses in order to communicate the scope of your project to the grant review panel, but you are not required to do so. **NOTE: You should include these ineligible expenses in the figures in the Three Year Budget Comparison chart in e-Grant.**

These are GCA Ineligible Expenses:

- **Capital Expenditures/ Equipment**
According to the IRS, capital expenditures are permanent fixtures and equipment that generally have a useful life of over one year. This includes:
 - Buildings or real estate
 - Renovations or improvements involving structural changes
 - Roads, driveways, parking lots or other projects/repairs
 - Permanent or generally immobile equipment such as grid systems, sound systems, lighting equipment, central air conditioning, etc.
 - Office equipment such as computers, printers, or upgrades such as software
 - Musical instruments
- **Fundraising Event Expenses**
Everything that is purchased for a fundraising event is an ineligible expense. This includes entertainment, gifts, printing, awards, and refreshments. **NOTE:** All fundraising income included in the budget must be reported as net dollars.
- **Programming provided by the applicant outside of Georgia**
- **Tuition for college/university study**
- **Scholarships, prizes, or endowment funds**
- **Debt and interest associated with capital expenditures**
Note: Operating debt and associated interest are allowable
- **Depreciation**
- **Bad debt**
- **Entertainment expenses, such as receptions, refreshments, staff or cast parties, staff awards, flowers, etc.**
- **Late registration fees for conferences**
- **Fees paid to lobbyists**
- **Travel and accommodation expenses that are over the rate allowed by the state of Georgia (contact the GCA staff for current rates)**
- **Miscellaneous expenses**

If you have any questions about whether or not a specific expense is ineligible, contact the GCA staff.

GRANT PROPOSAL NARRATIVE

To complete the narrative correctly, follow these instructions:

- The narrative must not exceed six pages and it must be uploaded to the e-GRANT SYSTEM
- Answer each question in the order it appears below. Applications that do not provide answers to ALL of the narrative questions will be ineligible for review
- Clearly label each narrative question with its number and corresponding topic for clarity, followed by the answer
- Avoid technical terminology or abbreviations that a reader may not be familiar with unless a definition is provided

Narrative Questions: Panelists will evaluate and score all eligible FY2012 applications based on responses to the following:

1. **Mission Statement**

Provide the organization's mission statement and a brief history of the organization.

2. **Project Description**

Describe the proposed project, including:

- a. Artists/consultants involved, including a brief synopsis of their credentials, experience and awards
- b. Dates and locations
- c. Components of the project (i.e. performances, master classes, residencies, exhibits, folk life projects, etc.)
- d. Reasons the applicant chose the project

3. **Organizational Capacity (40 Points)**

- a. **Management:** (12 points) Describe the credentials and experience of the individuals making administrative and artistic decisions for the project. Provide evidence that they will be able to successfully manage the project.
- b. **Marketing Plan:** (8 points) Discuss the project's marketing plan. Include a description of the project's target audience(s), reasons why each specific audience group is being targeted, and specific methods to reach each targeted group.
- c. **Evaluation Plan:** (8 points) Discuss how the project will be evaluated. Include the specific goals for the project and describe the tools that will be used to measure the success of each goal. Describe how board members, staff members, participating artists, and audiences will each participate in the evaluation.
- d. **Fiscal Stability:** (12 points) Discuss the organization's overall fiscal health, including the impact of the recession

on the organization and its response. Include the following in your answer:

- If the organization has any debt or shows a deficit on lines 32 or 33 of the Three Year Financial Comparison in Section IV of *e-Grant*, **clearly explain the plans to eliminate it**
- Provide evidence that the organization is financially secure and will be able to carry out the proposed project

PLEASE NOTE: If an applicant does not provide accurate figures regarding debt in the application, any grant award that is made based on incomplete or false information may be canceled at any time during FY13.

4. Quality of Project (30 points)

Describe how this project demonstrates high artistic and/or professional quality. Address the following:

- How does the organization define artistic quality?
- How are artistic programs chosen?
- How does the organization ensure quality and high professional standards?

5. Community Impact (30 points)

- Describe the compelling reasons the project was chosen and its cultural and economic benefit for the community.
- Describe how the project will reach people underserved by your programs/services or the arts in general. Underserved audiences are those whose access to the arts is limited due to geography, economic conditions, ethnic background, disability, age or other perceived or actual barrier.
- Discuss how members of the targeted underserved communities will be involved in the planning, marketing and evaluation of the project.

SUPPLEMENTAL INFORMATION

In addition to the Grant Narrative and Budget Breakdowns, the following items must be uploaded to the **e-GRANT SYSTEM**.

Board of Directors/Community Advisory Committee List:

Non-Profit Organizations: For each member of the organization's governing board, provide the name; corporate, business, or community affiliation and title; and ethnic demographic. Also provide official board titles for board members, such as Chair.

Units of Government: A **Citizens Advisory Committee** must be established that provides oversight to the organization and at least 60% of the committee's members must be from the organization's community (not government officials or staff). Please define the committee, stating its purpose and responsibilities. For each member provide the name; corporate, business, or community affiliation and title; and ethnic demographic. Indicate those members who are not elected officials or staff of the government unit.

Colleges/Universities: A **Community Advisory Board** must be established that provides oversight to the organization and at least 60% of the committee's members must be from the community (not students, faculty, or staff of the educational institution). Please define the committee, stating its purpose and responsibilities. For each member provide the name; corporate, business, or community affiliation and title; and ethnic demographic. Indicate those members who are not faculty, students, or staff of the educational institution.

ADA Checklist: Applicants must complete the **ADA Checklist** portion of the application if there is not a current ADA Checklist on file at GCA. The checklist should be completed for the venue in which the exhibit, performance, class, etc. will take place. A current ADA Checklist is any Checklist submitted in or since FY08. If the project venue is a public facility, or if the venue belongs to an organization that has applied for GCA support since 2008, this checklist is not required. All First-Time applicants must submit section B of Checklist. This section will not be scored, but must demonstrate compliance with ADA requirements in order for the application to be deemed eligible for review.

Applicants using a Parent Organization's 501(c) 3 Status:

Along with the items detailed above, applicants using a parent organization's 501(c)3 (umbrella status) must also include a letter from the parent organization's Board Chair stating that the applicant organization is authorized to use the 501(c)(3) status of the parent organization.

First -Time Applicants

Any applicant who has not applied previously OR has not received an award since FY2009 is a **First-Time Applicant**. These applicants are required to submit the following additional requirements:

- A copy of the organization's by-laws
- A copy of the organization's Internal Revenue Service letter indicating 501(c)(3) Federal Tax Exempt Status
- ADA Checklist (If you are using a public venue, or if GCA has a Checklist on file for the venue you are using, you only need to submit section B of the Checklist.)

Support Material

SUPPORT MATERIAL

Support Material is required of all Project Grant applicants. Applications submitted without the required Support Material will be ineligible for review. All Support Material must be mailed or hand delivered to GCA offices by 4:45 on January 25, 2012.

NOTE: All Support Material submitted with the Application and Final Report becomes part of the official record of the contract with the state of Georgia. GCA may use images in promotional collateral, crediting the organization when used. Support material will not be returned.

INSTRUCTIONS FOR SUBMISSION:

To submit Support Material correctly as part of the application, follow these instructions:

- Read the required Support Material section for the project's primary artistic discipline below
- If a CD or DVD is required, clearly label it with the applicant's name
- DVDs or CDs may only contain up to five minutes of material.
- If instructed in the guidelines for your discipline's Support Material, submit a Support Material List document which contains a description of the material.
- Do not send hard-copy material such as flyers, brochures or reviews. The panelists review support material online, so they will have no way to review this material.

DANCE

Submit a single DVD of up to three selections from productions performed within the last two years. The selections should feature the company and its solo artists, not guest artists. If possible, provide a variety of performance clips from each of the three productions. Submit a Support Material List in e-Grant which provides the name of each production, date and location of performance, the name of the choreographer, and a brief description of each production.

LITERARY ARTS

Attach the following in e-Grant:

- a representative sample of work from the most recent publication, not to exceed five pages.

- **Magazines** must submit a one-page statement outlining editorial policy, payment to writer policy, print runs, and circulation figures detailing paid and unpaid subscriptions and single copy sales
- **Presses** must submit a one-page statement outlining editorial policy, author payments, print runs, and expected sales figured for proposed work. For anthologies, include a one-page sample table of contents

MUSIC

Submit a single CD or DVD which includes selections from up to three performances from the last two years. Recordings of orchestras should feature the orchestra, not choral groups or soloists. Opera companies should submit a DVD including a segment featuring the chorus. Submit a Support Material List in e-Grant which provides the name, date and location of the performance as well as the name of each piece performed and the name of the composer.

THEATRE

Theatres should submit either:

- a total of ten digital images from at least three performances within the last two years. These should be attached in e-Grant

OR

- a video of no longer than 5 minutes of excerpts from up to three productions from the last two years. This should be submitted on a DVD. (Some productions may not be taped because of copyright and/or union restrictions, so make sure you are not violating any restrictions before submitting a video.)

Submit a Support Material List in e-Grant which provides the name of the production, playwright, and the date and location for each image or video clip.

VISUAL ARTS

Attach up to ten images in e-Grant of work by the artist(s) who will be exhibited in the proposed project. For each image, provide the name of the artist, and title and media of artwork.

PRESENTER ORGANIZATIONS

Submit a Support Material list in e-Grant with a website address for the artist/artists that will be presented as part of the project. The website(s) should contain an audio and/or video sample of the artists' work.

Be sure to accomplish each item on this checklist by the deadline. Consult the appropriate section of the Guidelines for detailed instructions on content.

- ☐ Review *FY2013 Application and Contract Compliance Guidelines*
- ☐ Complete the following in e-Grant, but do not submit until the entire application is complete and all required documents are attached.
 - ☐ Section I-III
 - ☐ Budget Section IV

Combine the following elements into the three (3) documents outlined below. Each attachment field in **e-Grant** will only accept **one (1) document**; be certain to combine items as instructed below. Each of the three (3) documents must be uploaded to the e-GRANT SYSTEM prior to submission. Required Attachments and Supplemental Information documents may only be uploaded in MS Word, Rich Text, MS Excel, or PDF formats.

Attachment A: All Microsoft Excel Documents, such as

- ☐ Budget Breakdowns

Attachment B: All Microsoft Word/Rich Text or PDF Documents combined, such as

- ☐ Grant Narrative
- ☐ Board of Directors/Community Advisory Committee List
- ☐ Support Material- (*if discipline-specific instructions require attaching Support Material in e-Grant*)
- ☐ Support Material List (*if applicable*)

Attachment C: All Compliance Documents combined

- ☐ **ADA Checklist** (*if applicable*)
- ☐ Letter from Parent Organization authorizing applicant's use of parent organization's 501(c)3 Status (*if applicable*)
- ☐ Copy of IRS 501(c)(3) letter (*first-time applicants only*)
- ☐ Copy of By-Laws (*first-time applicants only*)

- ☐ **Mail or hand-deliver the following to Georgia Council for the Arts, 75 Fifth St. NW, Suite 1200, Atlanta, GA 30308**
 - ☐ DVD or CD with Support Material (*if discipline-specific instructions require the submission of an audio or video sample*)